

FSC-448-A 10/27/94 TO: ROM / PRC

SUBJECT: DORAL & Co. - Direct Mail

DISTRIBUTION:

| | | | | |
|---|-----|---|--------------|-----|
| X | AVP | X | CAM | ELM |
| X | RM | X | Reg.Mil.Mgr. | MIL |
| X | RBM | — | DM | REP |
| X | ROM | — | — | — |

| DM | I&D | REP |
|------|------|----------|
| 1224 | | all F/Y |
| 1225 | | |
| 1226 | | |
| 1227 | | |
| 1228 | | |
| 1229 | | |
| 1230 | | ✓ |
| PTC | BAM | |
| ROM | PA | |
| RM | PC | (MC) RBM |
| 1240 | 1242 | BAM |

DORAL & Co. will have its final mailing of 1994 in homes by December 5, 1994. This mailing will feature two \$1.00 off a carton or four packs coupon and a long distance calling card offer.

The two coupons clearly state that they can be used in combination with other on-pack or on-carton offers. Please ensure your retail accounts understand this as we normally do not allow combination offers.

The long distance calling card is valid for 10 minutes of free long distance telephone calls. DORAL smokers must complete a survey provided in the mailing and return it with ten DORAL pack seals to receive their calling card.

We will continue to keep you informed of DORAL & Co.'s growing direct mail program through 1995.

Program Contact: David Cook, extension #6550

R. J. REYNOLDS TOBACCO COMPANY

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